



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Polholm  
201 North Union Street  
Suite 200  
Alexandria, VA 22314

## Contract # 338193

**Schedule Dates** 10/23/12-10/29/12  
**Advertiser** Smith, Tom/R/SEN/PA (15776)  
**Agency** SRCP - Stevens Reed Curcio & Polholm (2056)  
**Product** Political - State Candidate (1071)  
**Brand** POL/T SMITH/R/SEN/PA (114155)  
**Salesperson** Telerep/Washington DC, Washington DC (1040)  
**Sales Office** Telerep/Washington DC  
**Buyer Name** VONDERHEID,BETSY  
**Phone/Fax** /  
**CPE** 11/15/325  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** TOM SMITH 10/23  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 10/22/12  
**Last Modified** 10/30/12  
**Entered By** Jennifer Stewart  
**CO-OP** Yes  
**Headline #** 06386420  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$16,676.25  
**Net Total** \$94,498.75  
**Sales Tax**

**Pittsburgh (WPXI)**  
**By Broadcast Month**  
Oct. 2012 110 \$86,700.00  
Nov. 2012 26 \$24,475.00  
**Grand Total:** 136 \$111,175.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	10A- Ellen		1	1	1	1	1			4	\$350.00	\$1,400.00	Pittsburgh (WPXI)	ELLEN/1	10/22/12
2.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	11A- Anderson		1	1	1	1	1			4	\$275.00	\$1,100.00	Pittsburgh (WPXI)	ANDERSON/3	10/22/12
3.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	12:37A- Late Night		1	1	1	1	1			4	\$250.00	\$1,000.00	Pittsburgh (WPXI)	LATE NIGHT/4	10/22/12
4.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	12:30P- The Doctors		1	1	1	2				5	\$275.00	\$1,375.00	Pittsburgh (WPXI)	DOCTORS/5	10/22/12
5.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	11:59A- Channel 11 News At Noon		1	1	1	1				4	\$375.00	\$1,500.00	Pittsburgh (WPXI)	NOON NEWS/6	10/22/12
6.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	6P- CHANNEL 11 NEWS							1		1	\$625.00	\$625.00	Pittsburgh (WPXI)	NEWS 6-630P/21	10/22/12
7.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P		1	1	1	1	1			4	\$2,000.00	\$8,000.00	Pittsburgh (WPXI)	LATE NEWS/2	10/22/12
8.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	1:30P- Today Show 130P		1	1	1	1	1			4	\$275.00	\$1,100.00	Pittsburgh (WPXI)	TODAY SHOW 130-230P/7	10/22/12
9.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	2:30P- Who Wants To Be A Millionaire		1	1	1	1	1			4	\$275.00	\$1,100.00	Pittsburgh (WPXI)	MILLIONAIRE/8	10/22/12
10.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	4P- Judge Judy 4p		1	1	1	1	1			4	\$400.00	\$1,600.00	Pittsburgh (WPXI)	JUDGE JUDY 4-430P/9	10/22/12
11.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	4:29P- Judge Judy 430p		1	1	1	1	1			4	\$500.00	\$2,000.00	Pittsburgh (WPXI)	JUDY 430-5P/10	10/22/12
12.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5P- S.30P (EST)		1	1	1	1	1			4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	NEWS 5-530P/11	10/22/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Polholm  
201 North Union Street  
Suite 200  
Alexandria, VA 22314

**Contract # 338193**  
Schedule Dates 10/23/12-10/29/12  
Advertiser Smith, Tom/R/SEN/PA (15776)  
Agency SRCP - Stevens Reed Curcio & Polholm (2056)  
Product Political - State Candidate (1071)  
Brand POL/T SMITH/R/SEN/PA (114155)  
Salesperson Telerep/Washington DC, Washington DC (1040)  
Sales Office Telerep/Washington DC  
Buyer Name VONDERHEID,BETSY  
Phone/Fax /  
CPE 11/15/325  
Account Types National/Political  
Billing Type Standard  
Comments TOM SMITH 10/23  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 10/22/12  
Last Modified 10/30/12  
Entered By Jennifer Stewart  
CO-OP Yes  
Headline # 06386420  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$16,676.25  
Net Total \$94,498.75  
Sales Tax

**Pittsburgh (WPXI)**  
By Broadcast Month  
Oct. 2012 110 \$86,700.00  
Nov. 2012 26 \$24,475.00  
Grand Total: 136 \$111,175.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5:30P- 6P (EST)	1		1	1	1	1			4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	NEWS 530-6P/12	10/22/12
14.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5:58P- Channel 11 News At 6PM M-F	1		1	1	1	1			4	\$1,000.00	\$4,000.00	Pittsburgh (WPXI)	NEWS 6-630P/13	10/22/12
15.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5:59A- Channel 11 News 6am	1		1	1	1	1			4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	NEWS 6-7A/14	10/22/12
16.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	6:59P- Jeopardy	1		1	1	1	1			4	\$1,650.00	\$6,600.00	Pittsburgh (WPXI)	JEOP 7-730P/15	10/22/12
17.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	7A- 8A (EST)	1		1	1	1	1			4	\$625.00	\$2,500.00	Pittsburgh (WPXI)	TODAY 7-8A/16	10/22/12
18.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	7:30P- WHEEL OF FORTUNE	1		1	1	1	1			4	\$1,650.00	\$6,600.00	Pittsburgh (WPXI)	WHEEL 730-8P/17	10/22/12
19.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	8A- 9A (EST)	1		1	1	1	1			4	\$575.00	\$2,300.00	Pittsburgh (WPXI)	TODAY 8-9A/18	10/22/12
20.0	Normal Line / Prime	10/29/12-10/29/12	4	:30	7:57P- The Voice 8-10P	1								1	\$5,250.00	\$5,250.00	Pittsburgh (WPXI)	VOICE 8-10P/19	10/22/12
21.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P									1	\$2,100.00	\$2,100.00	Pittsburgh (WPXI)	LATE NEWS/20	10/22/12
22.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	6A- 8A (EST)									2	\$350.00	\$700.00	Pittsburgh (WPXI)	NEWS 6-8A/22	10/22/12
23.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	8A- 10:30A (EST)									2	\$375.00	\$750.00	Pittsburgh (WPXI)	NEWS 8-1030A/23	10/22/12
24.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	11:30P- Channel 11 News Following Football 1130P									1	\$2,250.00	\$2,250.00	Pittsburgh (WPXI)	LATE NEWS 1130-1235A/24	10/22/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Polholm  
201 North Union Street  
Suite 200  
Alexandria, VA 22314

## Contract # 338193

**Schedule Dates** 10/23/12-10/29/12  
**Advertiser** Smith, Tom/R/SEN/PA (15776)  
**Agency** SRCP - Stevens Reed Curcio & Polholm (2056)  
**Product** Political - State Candidate (1071)  
**Brand** POL/T SMITH/R/SEN/PA (114155)  
**Salesperson** Telerep/Washington DC, Washington DC (1040)  
**Sales Office** Telerep/Washington DC  
**Buyer Name** VONDERHEID,BETSY  
**Phone/Fax** /  
**CPE** 11/15/325  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** TOM SMITH 10/23  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 10/22/12  
**Last Modified** 10/30/12  
**Entered By** Jennifer Stewart  
**CO-OP** YES  
**Headline #** 06386420  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$16,676.25  
**Net Total** \$94,498.75  
**Sales Tax**

**Pittsburgh (WPXI)**

By Broadcast Month	Spots	Rate
Oct. 2012	110	\$86,700.00
Nov. 2012	26	\$24,475.00
<b>Grand Total:</b>	<b>136</b>	<b>\$111,175.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
25.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	5:28A- CHANNEL 11 SUNDAY MORR NEWS								2	2	\$350.00	\$700.00	Pittsburgh (WPXI)	NEWS 530A-8A/25	10/22/12
26.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	6P- CHANNEL 11 NEWS								1	1	\$675.00	\$675.00	Pittsburgh (WPXI)	NEWS 6-630P/26	10/22/12
27.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	8A- 10A (EST)								2	2	\$375.00	\$750.00	Pittsburgh (WPXI)	NEWS 8-10A/27	10/22/12
28.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	10A- Ellen AT 11P								1	1	\$350.00	\$350.00	Pittsburgh (WPXI)	ELLEN/28	10/22/12
29.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P								1	1	\$2,000.00	\$2,000.00	Pittsburgh (WPXI)	LATE NEWS/29	10/22/12
30.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	11A- Anderson								1	1	\$275.00	\$275.00	Pittsburgh (WPXI)	ANDERSON/30	10/22/12
31.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	12:37A- Late Night								1	1	\$250.00	\$250.00	Pittsburgh (WPXI)	LATE NIGHT/31	10/22/12
32.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	12:30P- The Doctors 1230-130P								1	1	\$275.00	\$275.00	Pittsburgh (WPXI)	DOCTORS/32	10/22/12
33.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	11:59A- Channel 11 News At Noon								1	1	\$375.00	\$375.00	Pittsburgh (WPXI)	NOON NEWS/33	10/22/12
34.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	1:30P- Today Show 130P								1	1	\$275.00	\$275.00	Pittsburgh (WPXI)	TODAY SHOW 130-230P/34	10/22/12
35.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	2:30P- Who Wants To Be A Millionaire								1	1	\$275.00	\$275.00	Pittsburgh (WPXI)	MILLIONAIRE/35	10/22/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Polholm  
201 North Union Street  
Suite 200  
Alexandria, VA 22314

**Contract # 338193**  
**Schedule Dates** 10/23/12-10/29/12  
**Advertiser** Smith, Tom/R/SEN/PA (15776)  
**Agency** SRCP - Stevens Reed Curcio & Polholm (2056)  
**Product** Political - State Candidate (1071)  
**Brand** POL/T SMITH/R/SEN/PA (114155)  
**Salesperson** Telerep/Washington DC, Washington DC (1040)  
**Sales Office** Telerep/Washington DC  
**Buyer Name** WONDERHEID,BETSY  
**Phone/Fax** /  
**CPE** 11/15/325  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** TOM SMITH 10/23  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 10/22/12  
**Last Modified** 10/30/12  
**Entered By** Jennifer Stewart  
**CO-OP** Yes  
**Headline #** 06386420  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$16,676.25  
**Net Total** \$94,498.75  
**Sales Tax**

**Pittsburgh (WPXI)**  
**By Broadcast Month**  
Oct. 2012 110 \$86,700.00  
Nov. 2012 26 \$24,475.00  
**Grand Total:** 136 \$111,175.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
36.0.1	Normal Line / Spot	10/29/12-10/29/12	4	:30	4P- Judge Judy 4p	1								1	\$400.00		Pittsburgh (WPXI)	JUDGE JUDY 4-430P/36	10/22/12
36.0.1	Closed Preempt	10/29/12															Pittsburgh (WPXI)	Breaking News Interrupt/Spot - Hurricane Sandy Coverage	
37.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	4:29P- Judge Judy 430p	1								1	\$500.00		Pittsburgh (WPXI)	JUDGE JUDY 430-5P/37	10/22/12
37.0.1	Closed Preempt	10/29/12															Pittsburgh (WPXI)	Breaking News Interrupt/Spot - Hurricane Sandy coverage	
38.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5P- 530P (EST)	1								1	\$800.00		Pittsburgh (WPXI)	NEWS 5-530P/38	10/22/12
39.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:30P- 6P (EST)	1								1	\$800.00		Pittsburgh (WPXI)	NEWS 530-6P/39	10/22/12
40.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:58P- Channel 11 News At 6pm M-F	1								1	\$1,000.00		Pittsburgh (WPXI)	NEWS 6-630P/40	10/22/12
41.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:59A- Channel 11 News At 6am	1								1	\$800.00		Pittsburgh (WPXI)	NEWS 6-7A/41	10/22/12
42.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	6:59P- Jeopardy	1								1	\$1,650.00		Pittsburgh (WPXI)	JEOP 7-730P/42	10/22/12
43.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	7A- 8A (EST)	1								1	\$625.00		Pittsburgh (WPXI)	TODAY SHOW 7-8A/43	10/22/12
44.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	7:30P- WHEEL OF FORTUNE	1								1	\$1,650.00		Pittsburgh (WPXI)	WHEEL 730-8P/44	10/22/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Potholm  
201 North Union Street  
Suite 200  
Alexandria, VA 22314

# Contract # 338193

**Schedule Dates** 10/23/12-10/29/12  
**Advertiser** Smith, Tom/R/SEN/PA (15776)  
**Agency** SRCP - Stevens Reed Curcio & Potholm (2056)  
**Product** Political - State Candidate (1071)  
**Brand** POL/T SMITH/R/SEN/PA (114155)  
**Salesperson** Telerep/Washington DC, Washington DC (1040)  
**Sales Office** Telerep/Washington DC  
**Buyer Name** WONDERHEID, BETSY  
**Phone/Fax** /  
**CPE** 11/15/325  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** TOM SMITH 10/23  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 10/22/12  
**Last Modified** 10/30/12  
**Entered By** Jennifer Stewart  
**CO-OP** Yes  
**Headline #** 06386420  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$16,676.25  
**Net Total** \$94,498.75  
**Sales Tax**

**Pittsburgh (WPXI)**  
**By Broadcast Month**  
Oct. 2012 110 \$86,700.00  
Nov. 2012 26 \$24,475.00  
**Grand Total:** 136 \$111,175.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
45.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	8A- 9A (EST)	1								1	\$575.00	\$575.00	Pittsburgh (WPXI)	TODAY 8-9A/45	10/22/12
46.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	5:29A- Channel 11 News 530am				1	1	1			3	\$550.00	\$1,650.00	Pittsburgh (WPXI)	NEWS 530A-6A/46	10/23/12
47.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	5:59A- Channel 11 News 6am				1	1	1			3	\$800.00	\$2,400.00	Pittsburgh (WPXI)	NEWS 6-7A/47	10/23/12
48.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	9A- Today Show 9a				1	1	1			1	\$400.00	\$1,200.00	Pittsburgh (WPXI)	NEWS 9-10A/48	10/23/12
49.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	5P- 5:30P (EST)				1	1	1			1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 5-530P/49	10/23/12
49.0.1	Closed Preempt	10/25/12															Pittsburgh (WPXI)	Pre-empt/Exception	
49.0.2	Closed Preempt	10/26/12															Pittsburgh (WPXI)	Pre-empt/Exception	
50.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	5:30P- 6P (EST)				1	1	1			1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 530-6P/50	10/23/12
50.0.1	Closed Preempt	10/25/12															Pittsburgh (WPXI)	Pre-empt/Exception -	
50.0.2	Closed Preempt	10/26/12															Pittsburgh (WPXI)	Pre-empt/Exception -	
51.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	5:58P- Channel 11 News At 6pm M-F				1	1	1			3	\$1,000.00	\$3,000.00	Pittsburgh (WPXI)	NEWS 6-630P/51	10/23/12
52.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	7P- Jerome Betts 7-730P							1		1	\$675.00	\$675.00	Pittsburgh (WPXI)	BETTS 7-730P/53	10/23/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
Comments: \_\_\_\_\_

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



SRCP - Stevens Reed Curcio & Polholm  
201 North Union Street  
Suite 200  
Alexandria, VA 22314

**Contract # 338193**  
**Schedule Dates** 10/23/12-10/29/12  
**Advertiser** Smith, Tom/R/SEN/PA (15776)  
**Agency** SRCP - Stevens Reed Curcio & Polholm (2056)  
**Product** Political - State Candidate (1071)  
**Brand** POL/T SMITH/R/SEN/PA (114155)  
**Salesperson** Telerep/Washington DC, Washington DC (1040)  
**Sales Office** Telerep/Washington DC  
**Buyer Name** VONDERHEID,BETSY  
**Phone/Fax** /  
**CPE** 11/15/325  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** TOM SMITH 10/23  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 10/22/12  
**Last Modified** 10/30/12  
**Entered By** Jennifer Stewart  
**CO-OP** Yes  
**Headline #** 06386420  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$16,676.25  
**Net Total** \$94,498.75  
**Sales Tax**

**Pittsburgh (WPXI)**  
**By Broadcast Month**  
Oct. 2012 110 \$86,700.00  
Nov. 2012 26 \$24,475.00  
**Grand Total:** 136 \$111,175.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
53.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P				1	1	1			3	\$2,000.00	\$6,000.00	Pittsburgh (WPXI)	LATE NEWS/55	10/23/12
54.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:29A- Channel 11 News 530am	1	1							1	\$550.00	\$550.00	Pittsburgh (WPXI)	NEWS 530A-6A/56	10/23/12
55.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:59A- Channel 11 News 6am	1	1							1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 6-7A/57	10/23/12
56.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	9A- Today Show 9a	1	1							1	\$400.00	\$400.00	Pittsburgh (WPXI)	TODAY 9-10A/58	10/23/12
57.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5P- 5:30P (EST)	1	1							1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 5-530P/59	10/23/12
58.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:30P- 6P (EST)	1	1							1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 530-6P/60	10/23/12
59.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P	1	1							1	\$2,000.00	\$2,000.00	Pittsburgh (WPXI)	LATE NEWS/62	10/23/12
60.0	Normal Line / Sports-Football	10/28/12-10/28/12	5	:30	6:13P- NBC Sunday Night Football							1		1	\$5,000.00	\$5,000.00	Pittsburgh (WPXI)	NFL 805P-12M/54	10/23/12
61.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	6:59P- Jeopardy	1			X	X	X			1	\$1,650.00	\$1,650.00	Pittsburgh (WPXI)	JEOP 7-730P/52	10/23/12
62.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:58P- Channel 11 News At 6pm M-F	1	1							1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	NEWS 6-630P/61	10/23/12
63.0	M/G For 50.0,1,50.0,2 / Prime	10/26/12-10/26/12	5	:30	10P- Dateline 10-11P						1			1	\$1,600.00	\$1,600.00	Pittsburgh (WPXI)	DATLINE/49	10/23/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Potholm  
201 North Union Street  
Suite 200  
Alexandria, VA 22314

**Contract # 338193**  
Schedule Dates 10/23/12-10/29/12  
Advertiser Smith, Tom/R/SEN/PA (15776)  
Agency SRCP - Stevens Reed Curcio & Potholm (2056)  
Product Political - State Candidate (1071)  
Brand POL/T SMITH/R/SEN/PA (114155)  
Salesperson Telerep/Washington DC, Washington DC (1040)  
Sales Office Telerep/Washington DC  
Buyer Name VONDERHEID,BETSY  
Phone/Fax /  
CPE 11/15/325  
Account Types National/Political  
Billing Type Standard  
Comments TOM SMITH 10/23  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 10/22/12  
Last Modified 10/30/12  
Entered By Jennifer Stewart  
CO-OP Yes  
Headline # 06386420  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$16,676.25  
Net Total \$94,498.75  
Sales Tax

**Pittsburgh (WPXI)**  
By Broadcast Month  
Oct. 2012 110 \$86,700.00  
Nov. 2012 26 \$24,475.00  
Grand Total: 136 \$111,175.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
64.0	R / G For 49.0.1 / Spot	10/25/12-10/26/12	4	:30	4:58A- Channel 11 News 9a	1				1	1			2	\$800.00	\$1,600.00	Pittsburgh (WPXI)	NEWS 5-530a/49	10/23/12
64.1	M/G For 49.0.1 / Spot	10/25/12-10/26/12	4	:30	4:58A- Channel 11 News 9a	1				1	1			2	\$400.00	\$800.00	Pittsburgh (WPXI)	NEWS 5-530a/49	10/23/12
65.0	Normal Line / Spot	10/25/12-10/26/12	4	:30	9A- Today Show 9a	1				1	1			2	\$400.00	\$800.00	Pittsburgh (WPXI)	Today/50	10/23/12
66.0	Revised Line / Spot	10/29/12-10/29/12	5	:30	4:30P- 5P (EST)	1								1			Pittsburgh (WPXI-ALTI)		10/29/12
66.1	Normal Line / Spot	10/29/12-10/29/12	5	:30	4:30P- 5P (EST)	1								1	\$500.00	\$500.00	Pittsburgh (WPXI)		10/30/12
67.0	Revised Line / Spot	10/29/12-10/29/12	5	:30	4P- 4:30P (EST)	1								1			Pittsburgh (WPXI-ALTI)		10/29/12
67.1	Normal Line / Spot	10/29/12-10/29/12	5	:30	4P- 4:30P (EST)	1								1	\$400.00	\$400.00	Pittsburgh (WPXI)		10/30/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.